

ABSTRACT

When a video signal type detecting section detects an interlace signal, an I/P conversion section subjects the interlace signal to I/P conversion, and the signal is supplied 5 to an enhancing conversion section. In the enhancing conversion section, the image data is subjected to enhancing conversion, so that optical characteristics of a liquid crystal display panel is corrected. On this occasion, the degradation of the quality of a reproduced image due to the enhancement 10 of unwanted changes (false signal), by causing the degree of the enhancing conversion of the image data having been subjected to the I/P conversion to be lower than the degree of the enhanced conversion of the image data inputted as the progressive signal. As a result, the enhancing conversion of 15 the input image data is performed in such a manner as to correct the optical response characteristics of the liquid crystal panel, so that it is possible to restrain the enhancement of unwanted changes occurring at the outline of the image on the occasion of subjecting the interlace image 20 signal to the I/P conversion, and hence high-quality image reproduction is realized.